

SUMMARY

The German market for medical devices is by far the largest in Europe and ranks third worldwide behind the United States and Japan. The medical device market comprises a broad range of medical equipment and products for diagnostic and therapeutic applications, ranging from simple bandages and dressings to high-end active implants and electro-medical breathing systems. It also includes diagnostic imaging systems; computer tomographs; ultrasound equipment; ECGs and EEGs; and monitoring equipment for intensive care patients.

In 2004, the German market for medical devices was estimated at USD 14.6 billion, approximately 11% of total health expenditures. Approximately 1,200 local medical device manufacturers produced medical devices valued at roughly USD 9.5 billion in 2004. As a result of health reform efforts and cost-containment measures, local production is expected to increase only moderately, with the total market size estimated to have grown little over 3.3% in the year 2005. Because of a substantial investment backlog estimated at USD 10-15 billion in practices and hospitals, the medical device market is considered a growth market and will continue to provide excellent potential for U.S. suppliers of innovative and price-competitive products. U.S. medical device exporters to Germany hold a 30% market share and will continue to find excellent potential in Germany and other European countries.

Chart 1: The German Market for Medical Devices (USD billion)

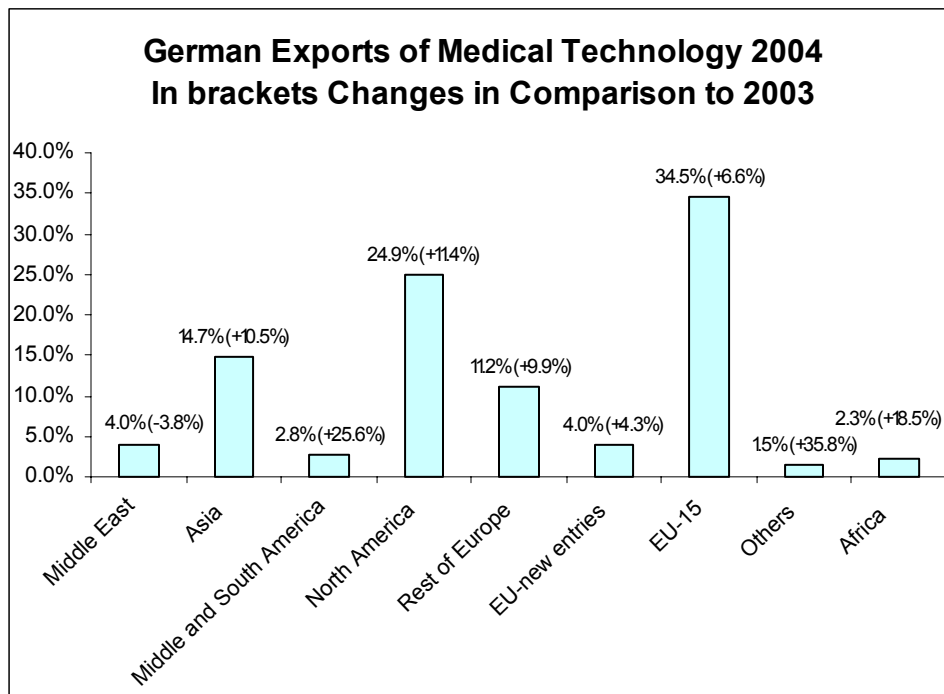
(USD billion)	2003	2004	2005 (estimated)
Market Size	14	14.60	14.97
Local Production	9.17	9.50	9.74
Exports	9.37	9.30	9.53
Imports	14.20	14.40	14.76
Imports from the U.S.	4.26	4.44	4.55

In 2004, Germany counted 1,221 medical devices companies (a slight increase over 2003 with 1,183 companies), with a workforce of approximately 90,000 people, up 2.8 % from the previous year.

Revenues achieved by non-German companies in the medical device market grew by 15.8% to USD 9.56 billion in 2004; Germany's export share increased to 58%. A number of medical device producers even have an export percentage of up to 80% of their production. Foreign trade is a crucial aspect to growth in the German medical devices sector.

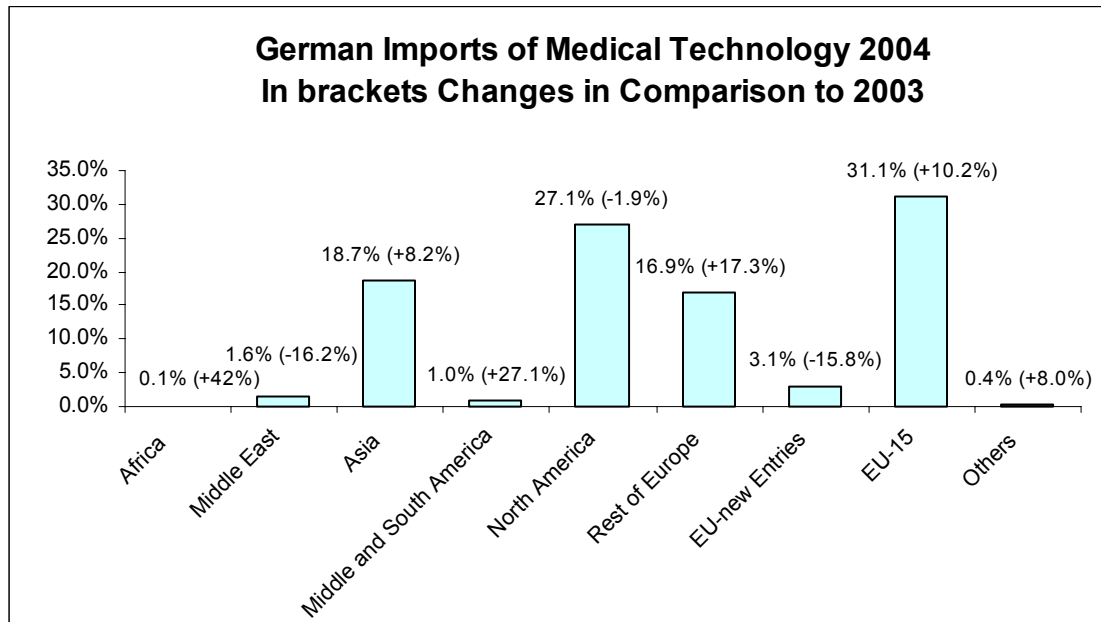
Germany remains an export powerhouse for medical devices, with an export ratio of over 54% in the medical consumables, and of 62% in the medical capital goods segment. In the year 2004, medical products valued at USD 9.3 billion were exported, with the European Union (mainly France, the Netherlands and Italy), the United States, Asia, and Eastern Europe representing the most popular markets.

Chart 2: German Exports of Medical Technology 2004



German imports of medical devices grew from USD 12.6 billion in 2003 to USD 13.2 billion (14.2 and 14.4 in chart one) in 2004, with imports from the United States growing from USD 3.7 billion to USD 3.9 billion (4.3 and 4.44 in chart one), an increase of almost 6% 4,2 according to chart one. The United States accounted for over 27.1% 30.8 in chart one of German imports in 2004, with other European countries accounting for 34.2%, and Asia for 18.7%, thus making the United States Germany's single most important supplier of medical devices.

Chart 3: German Imports of Medical Technology 2004



- Development in Sub-sectors

Germany's aging population will fuel growth in several segments, including dialysis and orthopedic products. According to analysts, these products will only be outperformed by dental implants and hearing aids, where innovation and growth potential are especially high. As a result of increased hospital admissions and demographic developments, sales of surgical supplies showed increases.

Incontinence aids and ostomy care, however, reported a decrease in turnover of 2.2% in 2004. With the rising number of patients and demographic developments, 2003 had still seen an increase of 5.9%. The considerable decrease in 2004 can be attributed to the restrictive measures of the healthcare reform, particularly in the technical aids sector.

Medical devices for intensive care and general nursing experienced an average increase of 5%, while dressings showed only a very modest growth of 2%. In the electro-medical segment, growth was recorded for electronic information and communication systems, while diagnostic imaging and ultrasound diagnostics segments stagnated in 2004.

Hospitals and physicians have adjusted their purchasing practices and prefer cost-efficient medical products. There will be no large-scale new hospital projects, but rather plans for moderately modernizing current inventories. Hospitals are strongly encouraged to perform outpatient surgery and pre- and post surgery care on an outpatient basis. The number of new practices authorized is strictly linked to demographic statistics. Thus, new equipment orders by doctors are expected to be for replacement rather than for newly established practices.

As a result of health care reforms, funding of medical technology is increasingly being transferred to the private sector. The number of hospitals in Germany is expected to decrease over the coming years with a shift from hospitalization to diagnostic centers combining professional practices and private home care. This, in turn, should promote the development of

new market opportunities for outpatient medical devices, self-monitoring medical systems and home care equipment.

As public insurance funds, the reimbursers of medical devices, continue to record deficits, cost containment will remain a priority. Thus, price-competitive state-of-the-art technologies and equipment offering proven cost-savings will have good market potential. Cost-effective equipment combined with innovative concepts in response to newly developing market trends will most likely see an increase in demand. All medical products need to be CE-marked before entering the German market.

A. MARKET HIGHLIGHTS AND BEST PROSPECTS

Market Highlights

Medical technology is and will remain a growth market worldwide because

- of innovation in medical technology (implants that did not even exist 10 years ago, being a typical example);
- of demographic trends and an increasingly aging population (by 2007, the number of people in their eighties and nineties in Germany will have tripled to seven million)
- the term health has expanded to include a better quality of life, and prevention as much as therapy.

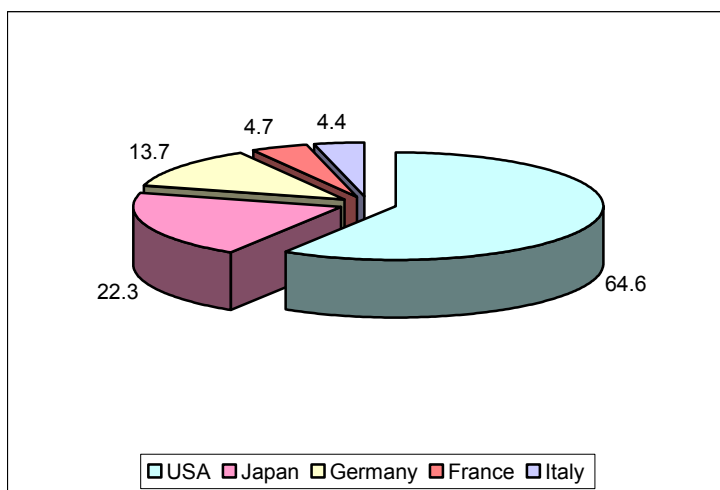
Chart 4: Demand for Medical Technology in the Health Sector 2002 – 2010 (EUR billion)

	(EU15, United States , Japan 2002	EU15, United States , Japan 2010*	Germany 2002	Germany 2010*
Hospitals	90.6	126.3	6	8.6
Assisted care facilities	9.3	12.7	1.2	1.7
Doctors' offices	26.1	41.4	2	3.1
Dentists' offices, dentists' laboratories	26.5	33.9	3.6	4.6
Health care retail, hearing aids, opticians	27.7	35.8	3.9	5.2
Pharmacies	6.6	8.6	0.5	0.7
Rescue, physiotherapy, alternative practitioners	6.4	9	0.6	0.8

* estimated

Analysts estimate the world market for medical devices at USD 250 billion for 2005. After the United States and Japan, Germany is the third-largest market for medical devices.

Chart 5: Markets for Medical Devices (USD billion)



Since health care in Germany is funded primarily through 1) contributions by employers and employees based on wages, and 2) investments by hospitals through tax receipts, cost containment pressure will continue, if not sharpen, with Germany's economy characterized by low growth (i.e., lower tax receipts) and high unemployment.

The average growth of the world market for medical devices was estimated at 6.7% for 2003, corresponding to medical market growth in the United States:

Chart 6: Market Growth for Medical Devices in %

	2000	2001	2002	2003
World Market	7%	7%	6.4%	6.7%
United States	7%	7%	6.4%	6.7%
Japan	4%	4%	4.5%	5%
Germany	4%	3.5%	4%	4.6%
France	6%	6%	6%	6%
Italy	5%	5%	4.9%	5%
United Kingdom	6%	6%	6%	6%

With 4.6%, Germany is bottom of the league. The overall sluggish German medical market which for the past four years, has witnessed stagnation, is expected to continue through the year 2005. Since German health expenditures are primarily financed by contributions to the public health insurance funds, a distinctive stimulus to the medical equipment market is not to be expected unless unemployment in Germany is significantly reduced.

- The German healthcare system

The German healthcare system today is facing tremendous challenges. As life expectancy rises, elderly people are requiring longer medical care and the number of elderly committed to hospitals or nursing homes because of geriatric disorders or chronic diseases is growing steadily. The changes in population size and structure in Germany over the past years have had a negative impact on the financing of the German social security system and herald more dramatic changes for the future.

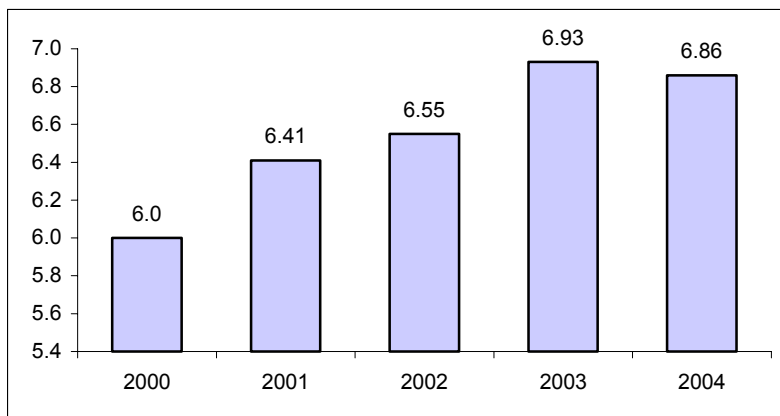
In Germany, the term “healthcare system” encompasses all institutions and individuals who contribute to, support, and restore the health of the population. Federal and State governments are responsible for the maintenance of the public healthcare system; all insured persons receive healthcare benefits; and suppliers of such services are remunerated directly. 72 million Germans, roughly 90% of the population, are insured with the Statutory Health Insurance (SHI), which finances almost half of German healthcare expenditures. 6 million Germans are insured with the SHI and additionally own a private health insurance, and 7 million, or 8% of the population, are privately insured. The financial situation in Germany’s SHI has deteriorated considerably over the last years, driven by a constantly high unemployment rate, and the turn of more prosperous patients to private insurances with better and more comprehensive services.

The GNP share devoted to the healthcare sector has risen over the last few years. Total expenditures on public health reached an estimated USD 197 billion in 2004, amounting to 10.7 percent of GNP, up almost 40% over 1992. Per-capita expenditures stood at USD 2,394, an increase of 31% over 1992 levels of USD 1,827. The SHIs carried the bulk of expenditures with a volume of USD 112 billion in 2003 or 56.9% of total health expenditures, followed by private households with a volume of USD 24 billion or 12.2%, and the private insurance sector with USD 16 billion or 8.2% of total expenditures. These were followed by the public sector (communal, state and federal), the long-term care insurance, employer contributions and pension and accident insurances. More than 50% of health expenditures were spent on physicians’ services (USD 52 billion or 27%) and medical devices (USD 51 billion or 26%).

- German production mainly spurred by exports

Recent statistics published by Germany’s medical trade associations and manufacturers indicate substantive growth for Germany’s medical technology manufacturers. In 2004, the 1,200 German companies which produce medical technology ranging from blood volume monitors to dental elevators, in total over 400,000 different devices, generated sales of more than USD 9 billion, an increase of 9.4% over the previous year. Most of them count on exports, however, since healthcare regulations in Germany have resulted in four years of stagnation in the local market. Local sales in 2004 reached only 1998 levels, with a value of USD 4.2 billion, an increase of 2.7%. Foreign sales increased by 16.9% to a total of USD 4.5 billion, accounting for over 50% of total sales generated in 2004. Production of medical technology decreased to USD 6.86 billion over the same period.

Chart 7: Medical Technology – Domestic Production: Sales (USD billion)



- Medical consumables

The major medical trade association, BVMed, reported sales of consumables of over USD 286.8 billion for the year 2003, a plus of 2.0%. With an increase of 5.4%, domestic sales developed less promisingly than exports, which witnessed a rise of 7.7% over 2003 levels. According to BVMed CEO Schmitt, the precarious financial situation of the public health insurers and the increased raw materials and energy costs dampened the actual profits garnered. According to BVMed findings, Germany's aging population will fuel growth in several segments, including dialysis and orthopedic products. These products will only be outperformed by dental implants and hearing aids, where innovation and growth potential were reported as especially high. As a result of increased hospital admissions and demographic developments, medical devices for intensive care and general nursing experienced average increases of 5%, while dressings showed only a very modest increase of 2% due to stagnating demand.

The trend is toward more mobile, patient-friendly devices such as wireless 24-hour ECG devices the size of a matchbox, allowing the patient to perform an ECG at any time in any place. Miniaturization is another buzzword in the medical industry as seen in miniaturized ultrasound catheters for cardiac screening. High-tech digital imaging such as real-time 3D and 4D ultrasound imaging, providing doctors with fast and accurate imaging of internal organs, particularly in cancer diagnosis and biopsies, is reported as having vast market potential. Frost & Sullivan (www.medicaldevices.frost.com) estimated the European market in 2005 for 3D imaging at USD 436 million, and expected it to grow to USD 733 million by 2008, with Germany as the largest market (15% market share) followed by France and the United Kingdom.

Similarly, information and communications systems in medical practices in Europe are predicted to increase from USD 450 million to USD 580 million in 2006, again with Germany as the largest market. Mobile health monitoring systems are being implemented to reduce the number of observation-only hospital stays. In a pilot project of the Fraunhofer Institute, stroke patients are outfitted with measurement and communication devices allowing them to perform routine examinations at home and to transmit the data to the physician at the hospital.

Similarly, electronic mini-chips implanted in a patient's arm and providing complete patient data or cigarette pack-size constant monitoring units for heart and pulse tones and blood pressure, such as the VeriChip and Digital Angel developed by U.S. manufacturer Applied Digital Solutions, met with wide media coverage in Germany and are said to have huge market potential.

The medical aids ("Hilfsmittel") segment is still suffering from the very restrictive reimbursement policies of the German national insurance funds. Thus, the 1,800 orthopedic and rehabilitation device manufacturers reported sales of USD 2.6 million in 2004, an increase of 3.5% over previous year figures. Operational results, however, decreased from 2003 levels and hovered around 1% of sales results, leaving many, predominantly smaller, suppliers in the red. The industry reported increasing sales in the rehabilitation aids segment. Small pluses were registered for the orthopedic trade with bandages, compression tights/socks and breast prostheses. According to BVMed findings, dental implants and hearing aids will see especially high growth potential over the next few years. As a result of increased hospital admissions and demographic developments, sales of surgical supplies, products for incontinence and enterectomy care also showed 2-digit increases in the year 2004. Medical devices for intensive care and general nursing experienced an average sales increase of 5%, while dressings showed only a very modest sales increase of 2% due to stagnating demand.

- Increasing Imports

Despite current market stagnation and a weak immediate outlook, the increase in medical imports indicates a lucrative and receptive German import market for medical equipment and products. Two thirds of the medical device market demand was satisfied by imports, with U.S. suppliers holding a firm lead of 30.3% market share or USD 3.7 billion in 2001. The European Union, mainly the Netherlands and Sweden, ranked second with exports to Germany valued at USD 3.4 billion, followed by Japan with exports to Germany valued at USD 2.4 billion.

- Best Prospects

Traditional Chinese Medicine (TCM) in particular is a growth market in Germany. Almost 30 million people would spend money on TCM products and therapies, according to the German TCM Association. The market potential of TCM in Germany is estimated at about USD 20 billion. 2004 sales amounted to approximately USD 3.2 billion. Outside of China, 800 million people worldwide are TCM patients.

B. COMPETITIVE ANALYSIS

The German market for medical devices is a sophisticated and well-served one. Industry giants such as Siemens, Philips, Hitachi and Toshiba are well entrenched. GE Medical, Agilent, 3M Medica, Hollister, Ethicon, and Tyco Healthcare are only a few of the many German subsidiaries of U.S. medical device suppliers. On the other hand, Germany satisfies almost two-thirds of its demand for electro-medical equipment by imports. Even with a preference for locally produced products, American products can usually compete strongly on the basis of price and innovation. The United States is one of the major suppliers of medical devices to Germany and new and innovative devices are often reported very favorably upon in the German media.

In the German medical market, alliances and cooperations to jointly maintain cost efficiency and to cut R&D expenditures are common. Mergers and acquisitions to gain or expand market share in the German medical device industry are also very popular. Established suppliers frequently try to monopolize existing relationships/contracts by influencing internal logistics in hospitals and practices. A full service provided by a current supplier makes it more difficult for new suppliers to gain a foothold. U.S. firms in or entering the German medical devices market can expect strong competition from other European and Asian suppliers.

C. END-USER ANALYSIS

Main end-users for medical devices in Germany are hospitals, followed by practitioners. In 2004, hospitals accounted for USD 5.8 billion and medical doctors (MDs) for USD 5.1 billion of medical consumables sold in Germany. Medical capital goods, mainly going to hospitals, accounted for USD 1.6 billion or roughly 12% of the market total in 2004. According to the German Hospital Association, 2,197 hospitals were registered in Germany in the year 2003, 689 public with 265,520 beds; 737 managed by religious or social institutions with 187,271 beds; and 442 private with 46,994 beds. Similarly, in 2004, Germany counted a total of 279,722 MDs, of which 133,365 worked in the outpatient and 146,357 in the hospital segment. 127,317 MDs had their own practices (listings by specialty are available upon request from the Commercial Service Düsseldorf). It is anticipated that additional hospitals will be forced to shut down over the coming years due to a shift from hospitalization to diagnostic centers combining professional practices and private home care. This, in turn, should promote the development of new market segments in home health care and self-monitoring health care systems.

The end-users of medical devices will be affected by a new Federal Health Ministry law the so called DRGs (Diagnosis Related Groups).

According to the BVMed, the implementation of a performance-oriented diagnosis related groups system of hospital reimbursement (Fallpauschalengesetz) would lead to a more transparent health service and thus to an improved quality and efficiency of hospital care. After much debate, the Australian DRG system was decided upon as a model. It was planned to apply the DRG system on a voluntary basis from January 2003 on and making it mandatory as of January 2004. By the end of 2004, 86% of the altogether 2,197 hospitals affected had changed over to the DRG system.

This change in hospital reimbursement also alters the structures of the German hospital landscape: Under the pressure by the Federal Ministry of Health, the “self-administering” partners of sickness funds and hospital associations for the first time agreed on the DRG catalogue for the coming year as well as on new rules of accounting. This catalogue is a lot more complex than the previous one. It comprises 878 DRGs and 71 supplementary payments. Supplementary payments also include “emerging” medical technologies, which could not be calculated before.

A more detailed report on the German health care system with further information on the German DRG system will shortly be made available in the market research database at www.buyusa.com.

D. MARKET ACCESS

- Distribution practices

Local representation or market presence is essential. An agency arrangement is often a cost-effective mechanism to enter the market but under German law, even if the agent's performance is not satisfactory, it can be difficult and costly to terminate the arrangement. A representation or distributorship agreement may be harder to arrange but the German associate will, in fact, purchase the product, which is to be sold, thus sharing the marketing risk.

In addition to complying with standards and regulations, U.S. firms should seek to meet some additional criteria to assure product acceptance recognition and marketability when trying to enter the German market:

- Supply product information and trade literature in German. At a minimum, catalog inserts should be in German
- Provide operation and instruction manuals in German to ensure proper understanding and usage of equipment
- Provide reliable after-sales servicing and product support or, select qualified agents or distributors who are capable of providing quality service
- U.S. firms should maintain close contact and good feedback with agents in Germany in order to stay informed about market developments, trade issues, regulations and laws concerning their products.

- Product standards

The German market for medical devices is regulated by German and European Union (EU) directives, standards and safety regulations. The requirements are complex. Not all standards and regulations are mandatory, but compliance greatly enhances a product's marketability. Advice on the requirements and compliance certification in the case of a specific product should be sought from the sources referenced below.

The German Medical Products Law (MPG) of 1995 underwent a second revision, which took effect in January 2002. It applies to all equipment, instruments, devices, and materials, which are used on or in the human body. The only exceptions are those devices, which achieve their intended effect pharmacologically. About 400,000 different medical products fall under this legislation. The MPG implements EU guidelines covering medical and diagnostic products. Devices complying with the MPG or its equivalent directives in other EU countries, must carry the CE mark. They have the advantage of being allowed on the market anywhere in the EU without further certification requirements.

- The "CE" mark

The CE Mark signifies that a product fulfills all applicable EU requirements. CE marking is now a legal requirement for a wide range of equipment manufacturers in Germany. Certification requirements for use of the CE mark vary depending on the product. For some, such as those in MPG low-risk class I, the manufacturers (or importer/authorized representative, if the product is manufactured outside the EU) may self-certify compliance with EU requirements and affix

the mark; for others the certification of a “notified body” (an accredited certification agency such as the TÜEV) will be required.

The CE mark is a visible indication that the manufacturer signed a “Declaration of Conformity” prior to affixing the CE mark, claiming compliance with all relevant CE marking directives in force.

The relevant EU website for more details regarding CE mark/electrical equipment is http://europa.eu.int/comm/enterprise/electr_equipment/index.htm, and for medical devices it is http://europa.eu.int/comm/enterprise/medical_devices/communitywidelegalframework.htm

- Packaging and Labeling

The European Union does not legislate packaging and labeling requirements in general, only in very specific high-risk product related cases. In the absence of any EU-wide rules, the exporter has to consult national rules or inquire about voluntary agreements among forwarders which affect packaging and labeling of containers, outer packaging, etc. The importer or freight forwarder is the first point of contact for shipping documents and outer packaging/labeling. EU customs legislation only regulates administrative procedures, such as type of certificate and the mention of rule of origin on the customs forms and shipping documents.

Product specific packaging and labeling requirements applicable throughout the EU applies to food, medicines, chemicals, pharmaceuticals, and other high-risk items. The purpose of harmonizing such legislation throughout the EU is to minimize the consumer risk. The relevant paragraph from the medical device legislation reads as follows:

13.3. The label must bear the following particulars:

- (a) the name or trade name and address of the manufacturer. For devices imported into the Community, in view of their distribution in the Community, the label, or the outer packaging, or instructions for use, shall contain in addition the name and address of either the person responsible referred to in Article 14
- (2) or of the authorized representative of the manufacturer established within the Community or of the importer established within the Community, as appropriate;
- (b) the details strictly necessary for the user to identify the device and the contents of the packaging;
- (c) where appropriate, the word 'STERILE';
- (d) where appropriate, the batch code, preceded by the word 'LOT', or the serial number;
- (e) where appropriate, an indication of the date by which the device should be used, in safety, expressed as the year and month;
- (f) where appropriate, an indication that the device is for single use;
- (g) if the device is custom-made, the words 'custom-made device';
- (h) if the device is intended for clinical investigations, the words 'exclusively for clinical investigations';
- (i) any special storage and/or handling conditions;
- (j) any special operating instructions;
- (k) any warnings and/or precautions to take;
- (l) year of manufacture for active devices other than those covered by (e). This indication may be included in the batch or serial number;
- (m) where applicable, method of sterilization.

- Payment and Financing Practices

In Germany the period allowed for payment, is between 30 and 60 days. Early payments are credited with a 3% discount. Supplier credits are common.

Practices regarding finance, availability of capital and schedules of payment are comparable to those in the United States. There are no restrictions or barriers on the movement of capital, foreign exchange earnings, or dividends. Virtually all major U.S. banks are represented in the German market, principally but not exclusively in the city of Frankfurt/Main, Germany's financial hub. Similarly, a large number of German banks, including some of the partially state-owned regional banks, maintain subsidiaries, branches and/or branch offices in the United States. Germany is not eligible for support from OPIC, TDA or similar agencies.

- Tariffs, Import regulations

Firms exporting medical devices to Germany will not encounter any trade barriers or quotas. An import duty of 5.1% to 5.3% of the import product value does exist along with a 16% import turnover tax payable at the port of entry. For customs clearance, a product description is required describing the use, origin and value of the product. The cost of the import-turnover tax is usually offset by ultimately passing it on to the end-user in later distribution stages in the form of a Value-Added Tax (VAT), known in Germany as Mehrwertsteuer (MwSt).

All electro-medical equipment in Germany must be suitable for use with 220 Volt, 50 cycle electrical current. and should have VDE or TUEV approval. A.U.L. approval is not a substitute but is helpful in obtaining "GS/VDE", or "GS/TUEV" approval in Germany. "GS" stands for "gepruefte Sicherheit" (safety tested). Although "GS" and the "VDE" (or "GS and "TUV") marks are not required by law, they are highly recommended for marketing electro-medical goods in Germany. These labels denote high product safety; German consumers look for these labels as Americans do for the "UL" mark.

Contact info for VDE:

Verband Deutscher Elektrotechniker (VDE) e.V.
VDE-Pruefstelle (VDE Testing Division)
www.vde.com
service@vde.com

Contact in the United States:

VDE-Office
www.vde.com
service@vde.com

The U.S. product safety testing institute Underwriters Laboratories (UL), the VDE Testing and Certification Institute, and the TUEV Product Service have formed a strategic alliance for testing of electromagnetic compatibility (EMC) with the result of an EMC test mark recognized worldwide. For manufacturers of electrical and electronic products, this cooperation has led to a substantive simplification of EMC testing. Through a single test carried out by one of these

three partners, a product can now be awarded an international EMC mark, which replaces the national test marks in the major world markets of Europe, the USA and Japan.

Contact info for TUEV:

TUEV Rheinland
(TUEV Rhineland)
www.de.tuv.com

TUEV Sueddeutschland Holding AG
(TUEV Bavaria)
www.tuev-sued.de
info@tuev-sued.de

The TUEV has many offices in the United States. For the United States addresses, please see the Country Commercial Guide for Germany, which can be accessed through the www.export.gov website.

Trade Promotion Opportunities

- Advertising:

The following publications are particularly suited for U.S. firms wanting to advertise medical devices:

Publication: Medizin-Technischer Dialog
Publisher: MTD Verlag GmbH
Email: mtd.verlag@t-online.de
Internet: www.mtd.de
Frequency: Monthly
Language: German

Publication: Deutsches Aerzteblatt
Publisher: Deutscher Aerzte-Verlag GmbH
Email: info@aerzteverlag.de
Internet: www.aerzteverlag.de
Frequency: Weekly
Language: German

Publication: Aerzte Zeitung
Publisher: Aerzte Zeitung Verlags GmbH
Email: info@aerztezeitung.de
Internet: www.aerztezeitung.de
Frequency: Daily
Language: German

Publication: Management & Krankenhaus
Publisher: GIT Verlag
Email: info@gitverlag.de
Internet: www.gitverlag.de
Frequency: Monthly
Language: German

- Trade Fairs

Participation in German trade fairs is one of the most cost-effective ways of testing the market's receptivity to a product, investigating competitors and of finding customers or potential agents and distributors. German trade fairs, due to their international significance and large attendance numbers, provide an excellent vehicle for introducing new technologies and products and present a gateway to world markets. Unlike most North American trade shows, the typical German fair is much larger, represents virtually the entire industry, and is a highly successful sales point. German trade shows attract heavy attention from worldwide buyers. The following German trade show is international in scope, giving visitors, buyers and exhibitors alike the foundation needed to start business relations. U.S. firms on the waiting list for exhibit space, or not interested in exhibiting but needing qualified assistance and meeting rooms at specific trade shows, should consider the Embassy's CEO "Corporate Executive Office" program. Details are available through the local commercial specialist.

MEDICA

World Forum Doctors' Practices and Hospitals, International Trade Fair with Congress, BIOTEC - Forum on Biotechnology; and CompaMed - Suppliers to Medical Manufacturing

MAIN PRODUCT GROUPS:

Medical devices; electro-medical equipment; laboratory technology; orthopedics; rescue and emergency equipment; medical instruments; surgery and hospital supplies; hospital equipment; pharmaceuticals; diagnostics; therapeutics; communication technology; building engineering.

DATE:

2006: November 15-18

2007: November 14-17

VENUE:

Duesseldorf

ORGANIZER:

Messe Duesseldorf GmbH

Contact: Mr. Horst Giesen or Ms. Anja Eicker

Email: giesenh@messe-duesseldorf.de; eickera@messe-duesseldorf.de

Internet: www.medica.de

Contact in the United States:

Messe Duesseldorf North America (MDNA), Inc.
Contact: Ms. Johanna Buehler, Mr. Ryan Klemm
Email: rklemm@mdna.com; jbuehler@mdna.com
Internet: www.mdna.com

Key Contacts

– German Government Agencies

Bundesministerium fuer Gesundheit
(Federal Health Ministry)
Email: poststelle@bmg.bund.de
Internet: www.bmggesundheit.de

Bundesinstitut fuer Arzneimittel und Medizinprodukte (BfArM)
(Federal Institute for Drugs and Medical Devices)
Email: poststelle@bfarm.de
Internet: www.bfarm.de

BfArM is an independent federal authority within the portfolio of the Federal Ministry of Health. Since medical devices are certified according to the Directives of the European Union they can be marketed within the whole EU if they bear a CE mark. Therefore, BfArM cooperates with the competent authorities of the other EU Member States in all matters concerning risk prevention. Bfarm's website provides information on the testing and certification of medical devices.
Trade Associations

Associations play an important role in the German industry. They represent the interests of their members and are often a useful source of information, in particular their websites.

Bundesfachverband Medizintechnologie e.V. (BVMed)
(Federal Association of the Medical Devices Industry)
Email: info@bvmed.de
Internet: www.bvmed.de

Zentralverband für Elektrotechnik und -industrie e.V. (ZVEI)
Fachbereich Elektromedizinische Technik
(Federal Association of the Electro-Medical Industry)
Email: medtech@zvei.org
Internet: www.zvei.de/medtech

Deutsche Krankenhausgesellschaft e.V.
(German Hospital Association)
Email: dkg.mail@dkgev.de
Internet: www.dkggev.de

Fachvereinigung Medizinprodukte e.V.
(Medical Dealers Association)

Email: fmp@verbandebuero.de
Internet: www.fmp.de

Commercial Service contact:
American Consulate General
Commercial Service
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